

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

Claim 1. (Currently Amended): A system for dynamically generating in real-time an advertisement optimized for ~~two or more persons~~ a group of people located at a public location, said system comprising:

means for obtaining real-time visual images of ~~two or more persons~~ members of said group while engaged in a common activity at a public location;

means for obtaining biometric data of one or more members of said group;

means for obtaining transaction data based on current or past transactions performed by one or more group members;

processing means for contemporaneously receiving said obtained visual images, biometric data and transaction data, determining identities of members of said group from said biometric data and transaction data, and ~~collecting physical characteristics data~~ common physical attributes of group members or common real-time behavioral activities performed by group members, or both, of said ~~two or more persons~~ based on said received visual images data, and extracting physical characteristics common personal characteristics based on the determined identities and, one or more determined physical attributes or real-time behavioral activities performed that are common among said group members ~~two or more persons~~ from said collected data while said ~~two or more persons~~ are at the public location;

means for associating in real time products/services with said common personal characteristics of said group members;

means for ranking suitable products/services for advertisement according to said common

personal characteristics;

means for generating an optimized advertisement related to products or services according to said ranking, ~~said advertisement optimized for said two or more persons according to said common physical characteristics for said two or more persons at said public location;~~ and,

means communicable with said processing means for transmitting said optimized advertisement to a communication device located at said public location for communicating said optimized advertisement to said ~~two or more persons~~ group while at said public location.

Claim 2. (Currently Amended): The system as claimed in Claim 1, further including database memory including data relating to said group of people; ~~said two or more said persons in said group, said persons data~~ including identity data, data relating to a plurality of products and services, and advertisement data relating to various ones or categories of said products or services, said processing means collecting data by querying said database memory for identifying two or more persons at said location.

Claim 3 (Currently Amended): The system as claimed in Claim 2, wherein said obtained current transaction data includes product purchasing transaction performed by two or more persons at said location ~~perform a product purchasing transaction, said obtained data including products/services and corresponding process as chosen by said two or more persons, said collected data including data relating to common products being purchased at the location.~~

Claim 4 (Currently Amended): The system as claimed in Claim 3, wherein said past transaction data ~~collected data~~ includes a history of prior products and service purchase transactions completed

by said two or more persons identified in said group.

Claims 5 – 7 (Canceled).

Claim 8 (Previously Presented): The system according to claim 4, wherein said processing means further comprises means for classifying obtained data according to predetermined criteria and generating classification data, said classifying means classifying data according to two or more criteria selected from the group consisting of: a person's age, gender, area of residence, citizenship, physical characteristics, type of products involved in a current transaction, and prices of products involved in a current transaction.

Claim 9 (Original): The system according to Claim 8, further including means for relating current obtained data of an identified person to categories of products and services obtained from prior purchase transactions for said identified person and generating relation data, said system including means for updating data relating to said persons in said database memory with said classification data and said relation data.

Claim 10 (Currently Amended): The system according to claim 8, wherein said means for generating an advertisement includes means for selecting an optimized advertisement according to said ranking from said advertisements contained in said database memory.

Claim 11 (Canceled).

Claim 12 (Original): The system according to Claim 10, wherein said selecting means further including means for further initiating creation of a new advertisement through use of said products/services data when an optimized advertisement selection is not available.

Claim 13 (Currently Amended): The system according to Claim 1, wherein said means communicable with said processing means ~~for obtaining data further~~ includes input/output devices and a network interface for communicating said optimized advertisement over a network to said communication device.

Claim 14 (Currently Amended): The system according to Claim ~~11~~ 13, wherein said network includes the Internet.

Claim 15 (Original): The system according to Claim 1, wherein said communication device includes one of: a television monitor, a digital display device, a loud speaker device, an electronic billboard device, a printed sales receipt.

Claim 16 (Currently Amended): A method for dynamically generating in real-time an advertisement optimized for ~~two or more~~ a group of persons located at a public location, said method comprising the steps of:

- a) obtaining real-time visual images of ~~two or more persons~~ members of said group while engaged in a common activity at a public location;
- b) obtaining biometric data of one or more members of said group;
- c) obtaining transaction data based on current or past transactions performed by one or more

group members;

~~b) collecting physical characteristics data of said two or more persons based on said obtained visual images while said two or more persons are at the public location;~~

~~e) extracting physical characteristics that are common among said two or more persons from said collected data and associating products and services for advertisement with said common physical characteristic while said two or more persons are at the public location;~~

d) processing said obtained visual images, biometric data and transaction data to determine identities of members of said group and, common physical attributes of group members or common real-time behavioral activities performed by group members, or both;

e) extracting common personal characteristics of said group members based on the determined identities and one or more determined physical attributes and real-time behavioral activities performed that are common among said group members;

f) associating in real time products/services with said common personal characteristics of said group members;

g) ranking suitable products/services for advertisement according to said common personal characteristics;

[[d]] h) generating an optimized advertisement related to products or services according to said ranking, said advertisement optimized for said two or more persons according to said common physical characteristic for said two or more persons at said public location; and,

[[e]] i) transmitting said optimized advertisement to a communication device located at said public location for communicating said optimized advertisement to said two or more persons group while at said public location.

Claim 17 (Currently Amended): The method as claimed in Claim 16, further including the step of: storing data in a database memory, said data relating to said group of people; ~~said two or more said persons in said group, said persons data~~ including identity data, data relating to a plurality of products and services, and advertisement data relating to various ones or categories of said products or services, ~~said collecting data processing step b)~~ including the step of querying said database memory for identifying two or more persons at said location.

Claim 18 (Currently Amended): The method as claimed in Claim 17, wherein said current transaction data is obtained from product purchasing transactions performed by two or more persons at said location ~~perform a product purchasing transaction, said obtained data relating to products/services and corresponding process as chosen by said two or more persons, wherein said collected data includes data relating to common products being purchased at the location.~~

Claim 19 (Currently Amended): The method as claimed in Claim 18, wherein said ~~collected data for each said two or more persons~~ past transaction data includes a history of prior products and service purchase transactions completed by said two or more persons identified in said group.

Claims 20 – 22 (Canceled).

Claim 23 (Currently Amended): The method according to claim 19, wherein said ~~collecting processing~~ step further includes the steps of classifying obtained data according to predetermined criteria and generating classification data, said predetermined criteria selected from the group consisting of: a person's age, gender, area of residence, citizenship, physical characteristics, type of

products involved in a current transaction, and prices of products involved in a current transaction.

Claim 24 (Original): The method according to Claim 23, further including the steps of:

relating current obtained data of an identified person to categories of products and services obtained from prior purchase transactions for said identified person and generating relation data; and,

updating data relating to said persons in said database memory with said classification data and said relation data.

Claim 25 (Currently Amended): The method according to claim 23, wherein said generating step [[d]] h) further includes the step of selecting an optimized advertisement according to said ranking from said advertisements contained in said database memory.

Claim 26 (Canceled).

Claim 27 (Original): The method according to Claim 25, wherein said selecting step further includes the step of initiating creation of a new advertisement through use of said products/services data when an optimized advertisement selection is not available.

Claim 28 (Original): The method according to Claim 16, wherein said optimized advertisement is transmitted to a communication device via a network.

Claim 29 (Currently Amended): A program storage device readable by a machine, tangibly

embodying a program of instructions executable by the machine to perform method steps for dynamically generating in real-time an advertisement optimized for two or more a group of persons located at a public location, the method steps comprising:

a) obtaining real-time visual images of two or more persons members of said group while engaged in a common activity at a public location;

b) obtaining biometric data of one or more members of said group;

c) obtaining transaction data based on current or past transactions performed by one or more group members;

b) collecting physical characteristics data of said two or more persons based on said obtained visual images while said two or more persons are at the public location;

e) extracting physical characteristics that are common among said two or more persons from said collected data and associating products and services for advertisement with said common physical characteristic while said two or more persons are at the public location;

d) processing said obtained visual images, biometric data and transaction data to determine identities of members of said group and, one or more common physical attributes of group members and common real-time behavioral activities performed by group members, or both;

e) extracting common personal characteristics of said group members based on the determined identities and one or more determined physical attributes and real-time behavioral activities performed that are common among said group members;

f) associating in real time products/services with said common personal characteristics of said group members;

g) ranking suitable products/services for advertisement according to said common personal characteristics;

[[d]] h) generating an optimized advertisement related to products or services according to said ranking, ~~said advertisement optimized for said two or more persons according to said common physical characteristic for said two or more persons at said public location~~; and,

[[e]] i) transmitting said optimized advertisement to a communication device located at said public location for communicating said optimized advertisement to said ~~two or more persons~~ group while at said public location.

Claim 30 (Currently Amended): The program storage device as claimed in Claim 29, wherein the method steps further includes the step of: storing data in a database memory, said data relating to ~~said group of people; said two or more said persons in said group, said persons data~~ including identity data, data relating to a plurality of products and services, and advertisement data relating to various ones or categories of said products or services, said collecting data step b) including the step of querying said database memory for identifying two or more persons at said location.

Claim 31 (Currently Amended): The program storage device as claimed in Claim 30, wherein said current transaction data is obtained from product purchasing transactions performed by two or more persons at said location ~~perform a product purchasing transaction, said obtained data relating to products/services and corresponding process as chosen by said two or more persons, wherein said collected data includes data relating to common products being purchased at the location.~~

Claim 32 (Currently Amended): The program storage device as claimed in Claim 31, wherein said data collected for each said two or more persons past transaction data includes a history of prior products and service purchase transactions completed by said two or more persons identified in said

group.

Claim 33 – 35 (Canceled).

Claim 36 (Currently Amended): The program storage device according to claim 32, wherein said ~~collecting~~ processing step further includes the steps of classifying obtained data according to predetermined criteria and generating classification data, said predetermined criteria selected from the group consisting of: a person's age, gender, area of residence, citizenship, physical characteristics, type of products involved in a current transaction, and prices of products involved in a current transaction.

Claim 37 (Original): The program storage device according to Claim 36, wherein said method steps further includes the steps of:

relating current obtained data of an identified person to categories of products and services obtained from prior purchase transactions for said identified person and generating relation data;
and,

updating data relating to said persons in said database memory with said classification data and said relation data.

Claim 38 (Currently Amended): The program storage device according to Claim 36, wherein said generating step ~~[[d]]~~ h) further includes the step of selecting an optimized advertisement according to said ranking from said advertisements contained in said database memory.

Claim 39 (Canceled).

Claim 40 (Original): The program storage device according to Claim 38, wherein said selecting step further includes the step of initiating creation of a new advertisement through use of said products/services data when an optimized advertisement selection is not available.

Claim 41 (Original): The program storage device according to Claim 29, wherein said optimized advertisement is transmitted to a communication device via a network.